of India as a preferred tourist destination is an ongoing activity of the Ministry of Tourism. A double pronged strategy adopted by the Ministry of Tourism for upgrading tourism infrastructure in the country along with strategic marketing initiatives, is aimed at positioning India as a preferred tourism destination in the world.

(c) Tourism comprises a range of sectors like hotels, tourist transport, travel agencies, tour operators, guides, etc., which are primarily run by the private sector. Most of the investment in tourism is, therefore, in the private sector.

(d) The Government has initiated various steps to accelerate growth of tourism in the country. These include augmenting of international air seat capacity and provision of incentives for expanding hotel accommodation.

World Tourism

2033. SHRI M.A.M. RAMASWAMY: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that the country's share in the world tourism is very meagre despite having the vast potential for development;

(b) if so, the steps being taken by the Central Government to increase the country's share in the world tourism;

(c) whether a large number of proposals of the State Government relating to tourism are pending with the Central Government;

(d) if so, the details of proposals from the State Governments awaiting clearance from the Central Government; and

(e) the steps taken by the Central Government to clear these proposals?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) and (b) The share of India in world tourist arrivals during the year 2003 was 0.39 per cent. Various steps taken by the Government to improve the flow of foreign tourists into the country and thereby increasing the country share in the world tourism include:-

* Direct approach to the consumers through electronic and print media through the "Incredible India" campaign.

* Creation of World Class Collaterals.
* Centralized Electronic Media Campaign.
* Direct co-operative marketing with tour operators and wholesalers overseas.
* Grater focus in the emerging markets particularly in the region of China, North East Asia and South East Asia.
* *Participation in Trade Fairs & Exhibitions.*
* Optimizing Editorial PR and Publicity.
* Use of Internet and web marketing.
* Generating Tourist Publications.
* Re-inforcing hospitality programmes including grant of air passages to invite media personnel and tour operators on familiarization tours to India to get first hand knowledge on various tourism products.
* Launching of Road Shows in key source markets of Europe.
* Focusing on growth of hotel infrastructure particularly budget hotels.
* Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions.

(c) to (e) Tourism proposals are sanctioned in consultation with the *State Governments/UT Administrations subject to availability of funds and inter se* priority. This is an on going process.

Development of Buddhist Shrine of Sanchi in Madhya Pradesh

†2034. SHRI PYARELAL KHANDELWAL: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that there is no scheme for the development of major Buddhist shrine of Sanchi (Madhya Pradesh) and to link this with the Buddhist circuit in the annual plan formulated by Government to improve tourism;

(b) if so, the reasons therefor;

†Original notice of the question was received in Hindi.